
CONTACTS

AUGUST/1967

?

See Page 10





No one can predict with certainty what the retail business will be like in 20 or 30 years. But one thing is certain. In the future our business will become more complex.

The best ways to meet this challenge is through increased training and education.

In the Western Division the Eaton Tuition Refund Plan is designed to encourage staff to improve their educational standing and special skills, by paying for a part or a total amount of the course.

Take advantage of the plan and you'll not only save money, but improve your own standing and increase your value in the eyes of the company.

Here's how the plan works.

WHO QUALIFIES?

All full-time and regular part-time staff are eligible. However, you have to be employed by Eaton's at the beginning and end of the course's time period.

One other stipulation: you must submit your application to the Staff Training Department before registering for the course. If your course is more than one year, make your application before each academic year begins.

HOW TO APPLY

Your first step is to either write for, or pick up, two copies of the Tuition Refund Form from the Staff

Training Department, 8th Floor, Winnipeg Store. Each of these forms has to be signed by your immediate supervisor and his supervisor. They'll outline on the form how the course can help you — and benefit the company as well.

Step number two is to return your filled out forms to Staff Training. After approval you'll receive a copy for reference.

HOW TO QUALIFY FOR A REFUND

You must successfully complete the course. When you pass an examination, hand in your marks to Staff Training. In the case of a course with no examination, the department requires proof that you attended more than 80 per cent of the classes.

WHAT COURSES COME UNDER THE REFUND PLAN?

All high school academic courses, recognized by the Board of Education, are eligible. Post high school courses included under the plan are: university degree courses; and personnel, business and industrial relations courses.

WHAT COURSES ARE NOT INCLUDED?

The company won't subsidize you for any hobby-type courses offered by organizations other than recognized educational institutions.

ARE THERE EXCEPTIONS?

Yes. Courses or subjects which don't fall into the above categories may be considered for a refund at the discretion of the Personnel Department.

HOW MUCH DO YOU GET BACK

You'll receive a total refund for the amount paid if the course was initiated by your supervisor or manager.

Eaton's subsidizes 50 per cent of high school tuition fees. However, you'll have to pay for books and examination costs.

For all post high school courses you receive a 75 per cent refund upon successful completion. If your course extends for more than one year, you'll be reimbursed by 75 per cent in the first year, by 85 per cent in the second, and a total refund in the third and each succeeding year.

DOOR OF OPPORTUNITY

Self-development helps you keep pace with changes in the retail industry. In large measure, the ability to deal with change depends on the development of human resources.

Wide interests, education and special skills are the keys to open the **door of opportunity**.

Door of Opportunity



CONTACTS

SEPTEMBER

Volume 3, Number 6

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.



Professor R. J. Riddell, Assistant to the President of the University of Winnipeg, right, outlines the university's evening courses to Louise Verrier, Accounts Office, and David Glen, General Office.

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COVER STORY: Eaton's flair for fashion has resulted in a smashing new package design for our stores from coast-to-coast. The three models on the cover are wearing stylish outfits made of the new silvery wrap. Read all about the new wrap on page 10.

Arctic Inukshook Travels South

A pile of loose stones, encrusted with lichens, laid one upon the other, was dismantled from a site in Baffin Island and shipped to Eaton's in Winnipeg.

This human-shaped structure, called an Inukshook, was the focal point of a two-month display of Eskimo art and crafts on the store's sixth floor. The exhibit ends August 31.

Natural Resources Minister Gurney Evans officiated at the July 3 opening. Mr. Evans said: "The display gives us a chance to know and understand something of the Eskimo people — their way of life and means of expression."

Sculpture was the major attraction. Interspersed among the displays were soapstone and ivory carvings, some so massive that they needed two people to lift them.

Visiting personalities from the north brought with them a wealth of information. Guests included Mrs.

James Houston, a representative of the Canadian Arctic Producers, and two young Eskimos; Ruby Arnaknark of Baker Lake and Joe Krimmerdjuar from Igloolik.

Mrs. Houston said that marketing services have greatly improved the opportunities for selling Eskimo artifacts.

"Most Eskimos are still hunters first," she said. "They carve when the weather is bad — and goodness knows there's enough bad weather in the north to ensure a good supply of their work."

Soapstone is the predominate material used in carvings. It is cut and drilled to the desired shape, polished with sand or stone, and often finally rubbed with blubber. Northern craftsmen take great care to smooth the stone down so as to obtain a darker and deeper colour. This emphasizes the special characteristic of the stone and the pattern of the grain.

The Eskimo theme was carried over to the Grill Room where Winnipeg gourmets dined on smoked Ilkalu (arctic char), curried Nuktuk (white whale), and Bannock (Eskimo bread).

Eaton's promotion of Eskimo culture will help preserve this northern race's traditions, customs and stone age crafts.

The absorbing display will also stimulate interest in a people whose lives are compounded by danger, hardship, humour and adventure.



Natural Resources Minister Gurney Evans and Gift Shop Sales Supervisor Fred Wicks survey the Inukshook, manlike figure of piled stones.



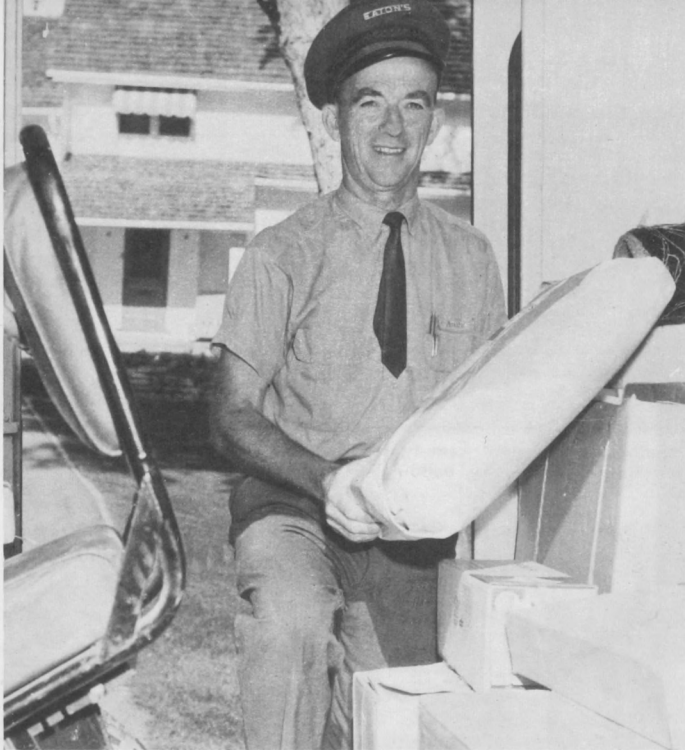
Brenda Moore, Gift Shop, stands beside a mother and child soapstone carving. In the background are a pair of seal head bookends.



Chefs Tony Zienkiewicz, left, and Ralph Groth created an Eskimo scene, complete with an igloo, a dog team and a kayak, out of 100-lbs of lard. The centre piece was made especially for the Eskimo promotion in the Grill Room.



Behind Gail Keillor, Gift Shop, is a seal skin rug.



Bill Dale, one of 64 Eaton parcel delivery drivers, carries a package to a customer's home in St. James.

Mobile Goodwill AMBASSADORS

You can't travel around the major centres in the Western Division without seeing Red, White and Blue Eaton parcel delivery trucks.

Last month, on one day during the Birthday Sale in Winnipeg, our drivers delivered some 28,000 parcels to customers in different areas of the Keystone City.

Each man is assigned a route. Driver Bill Dale, for example, delivers parcels in the St. James area. In addition, Bill, a 31-year man with Eaton's, and driver Martin Gunn cover Winnipeg Beach, twice a week, during the summer months.

However, the parcel and furniture delivery men from the Service Building's Transportation Centre and throughout the division have an-

other important role other than delivering packages.

In many cases, they're the only link customers have with our Company. Over the years, Eaton drivers have built a solid reputation for courtesy and efficiency.

Backing these men are people whose jobs form part of a chain of events that leads to the parcel reaching the customer's door. Their responsibilities take teamwork and timing. Each one of them plays a vital role.

They're the men and women who write out telephone orders, wrap merchandise, fill cage trucks and transport parcels to the Service Building's Transportation Centre.

On the next page are some of the people who stand behind our mobile goodwill ambassadors.



Driver John Duffie manoeuvres a giant semi-trailer through the north entrance of the Service Building's Transportation Centre.



Once the cage trucks have been unloaded, the parcels are checked and route marked by Alec Ingram.



During peak periods, like the Birthday Sale, staff work long hours sifting and sorting parcels for 64 delivery routes. Conveyor belt, above, is 200 feet long.



At approximately 8:00 a.m. the motor vehicle fleet packed with 28,000 parcels of Birthday Sale merchandise, fans out to points all over Metro Winnipeg.



Directing delivery operations in the Transportation office, nerve centre of the motor vehicle fleet, are, from left to right, Inspector Alex Bremner, Inspector Al Inglis and Parcel Delivery Supervisor Howard Dale.

Horse Drawn Wagons Were Back In Harness

The Carpenter and Paint shop staff renovated two old horse-drawn wagons for the Birthday Sale and the Pan-Am Games, which brought back memories of our early transportation days. The wagons, used for the first time since 1951, delivered parcels to downtown hotels. The two Eaton drivers were Al Inglis, Garage, and Jack Currie, Cartage, driver of the second wagon.



J. C. Eaton and F. S. Eaton Appointed to Board of Directors



J. C. EATON



F. S. EATON

John David Eaton, President of the T. Eaton Co. Limited, recently announced the appointments of John Craig Eaton and Fredrik S. Eaton to the Board of Directors.

John Craig Eaton, Assistant to the General Manager, Finance/Administration, joined the Company in 1960. He has served in a number of management positions in the Catalogue, buying and retail operations. Prior to receiving his present appointment, he was Company Personnel Manager.

Fredrik S. Eaton joined Eaton's in 1962. He has held several managerial positions in Victoria and Toronto, and has also had experience in the London and European Buying Offices. Before being named Assistant to the General Manager, Operating Services, in February of this year, he was manager of the Don Mills store in Toronto.

F. L. Nason and J. M. Rochon Appointed to Positions in Toronto



F. L. NASON, Divisional Management Services Manager — Western Division, has been promoted to Company Controller. Mr. Nason, whose new position becomes effective Sept. 1, will be succeeded by J. R. Neal, presently Accounting Manager, Central Division.

Prior to Mr. Nason's arrival in Winnipeg two years ago, he served as Divisional Controller for the General Buying and Merchandising Division, Toronto, and Divisional Accounting and Budgeting Manager in Montreal.

J. M. ROCHON, Staff Development Manager, Western Division, has been appointed Staff Development Manager, Company Personnel Office in Toronto.

Mr. Rochon graduated from Notre Dame College, Saskatchewan, with a Bachelor of Arts degree in 1953. Before joining Eaton's as Staff Development Manager in 1965, he worked for the Ford Motor Company.



Eaton's Rising Bakery Business

Next time you bite into a succulent pecan bun, a chocolate cake or your favorite pie in Eaton's, you'll be sampling the end result of the work done by a team of 52 Eatonians in the Winnipeg Catalogue Building's Bakeshop.

Every working day thousands of customers, from Calgary to the Lakehead, buy Winnipeg's Eaton bakery products.

Their reputation for quality and flavor has grown by leaps and bounds ever since the bakeshop first opened in Winnipeg, shortly after the store was inaugurated in 1905 — the same year the provinces of Alberta and Saskatchewan were created.



Baker John Haak skillfully squeezes white icing from an icing bag at the base of a wedding cake's pillar.



The Bakery and Display departments combined their efforts to produce this massive Centennial Birthday Cake. Responsible for the planning were: Manager of the Food department R. Love; and Joe Donaghy and Neil Cooper from Display. Under the direction of Bakeshop supervisor Mel Heidricks, right, Blanche Scott, left, and Luba Gery put the finishing touches on the cake.

Those were the days of cracker barrels, long skirts and coke ovens. One of the first managers of the bakeshop was Albert Wrigley, who retired fifteen years ago.

"The old bakeshop was behind the present day Valley Room," said Mr. Wrigley, in a recent interview, "and every morning we'd have to stoke up the coke oven, used for making pies and cakes for the store restaurants."

We shared a kitchen with an old fashioned wooden oven for cooking meat, he added.

By popular demand, Eaton's bakery goods were soon sold outside the restaurants, at a sales counter on the third floor, and they

became known as Grill Room products. The increase soon warranted a horse drawn delivery service, later discontinued because of rising costs.

Shovelling coke also became a thing of the past, when the bakeshop floors were reinforced for the installation of made-in-Winnipeg electric ovens.

Bakeshop supervisor Mel Heidrick started in the department in 1930, when there was a staff of 15. Also members of the department at that time were active Eatonians Blanche Scott, Bill Wilkinson, Art Newell, John Haak and Ernie Kalb.

In August, 1965, expansion forced the Bakeshop to move from their



Rudy Wittig mixes dough in a giant bowl.



Eleanor Seamark spreads icing on a sponge cake.

cramped quarters to the Catalogue Building location. The department's streamlined equipment includes four large ovens, a bread wrapping machine and a modern cellophane packaging machine.

In one day the shop uses over 4,000-lbs. of flour, 325-lbs. of eggs and 1,500-lbs. of sugar.

A big seller is 14 different kinds of Eaton pies. Over 4,000 were baked for this year's birthday sale and more than five thousand were sold during \$1.49 days.

Bread making in the shop keeps staff working around the clock at peak periods. Dough is mixed in giant bowls by machine. When the mixture is well-developed, it is placed in a trough for approximate-ly two hours.

After being weighed and moulded by hand or machine, the bread is placed in a proofer where it is enveloped in heat and steam to make it rise. Once it's ready, the loaves are placed in the oven for baking.

More than a baker's dozen varieties are prepared in the shop. Bread deliveries to the store, Catalogue and Service buildings begin at 6:30 a.m.

Cakes for almost every occasion, from birthdays to bon voyage, are made and decorated in the bake-shop. Staff use a variety of decorating techniques to produce harmonious designs with geometric precision.

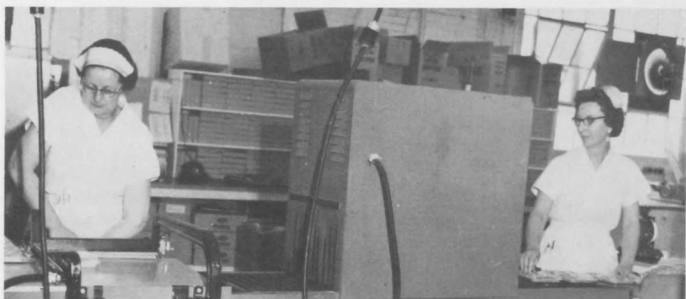
A major project was a 150-lb. vanilla, pound cake for the Centennial Commission's, July 1st Birthday Party on the grounds of Winnipeg's Legislative Building.



Fruit cake batter is loaded into the oven with a spatula by Peter Stefanyshyn, right, and Bob Patterson.



Preparing pie crusts for baking are Mary Rak, left, Pat Melnyk, Jean Fanshaw and May Lillies.



Mary Carstons, left, and Pauline Kolton wrap tarts in cellophane with one of the most modern wrapping machines in Western Canada.



Ivy Blackman, right, decorates rows of small cookies, while Lil Dillon smooths chocolate icing on a cake.

DESIGN UNWRAPPED

Curtain Up on New Silver Grey Pattern for Bags, Parcels

A new parcel wrap for the Western Division makes its debut on Saturday, September 2.

Following the initial announcement in newspaper advertisements, the change-over from the old blue

design to the silver grey pattern is slated for Sept. 4.

The design is to be featured in store window displays, and on staff ribbons and place mats.

Why a new wrap? The new pattern was designed to reflect a combination of quality and an alert fashion image. The paper stock, inks and cardboard were developed to suit printing equipment used by our suppliers from coast-to-coast.

Working behind the scenes to create the new wrap were Eaton's Merchandise Office Promotion and Design department in Toronto.

Many designs were produced, examined, changed and re-examined. Finally, a design was agreed upon. Prototypes were produced and tests made by the Market Research department. Next came the task of producing the artwork and printing.

Meanwhile, the Operating Function had to run just enough of the present blue loop wraps to maintain the supply until the introduction of the new design.

The project is complete in Toronto, where the wrap is to be introduced Aug. 28. The teamwork of Eatonians and suppliers have produced a retail packaging that staff and customers can admire and appreciate.



Eaton's new bags are displayed in the Supply department in Winnipeg by Gloria Ursel, Supply office, Stevie Manchulenko, Market Research, and Jeanne MacDonald.

Meet Polo Park's New Store Manager B. B. Westcott

B. B. Westcott has been appointed manager of the Polo Park store, now under construction at the north end of the Winnipeg suburban shopping centre.

In 1947, Mr. Westcott joined Eaton's as a salesman in the Toronto College Street store. He gained experience in the sales office and stock audit before being appointed manager of Shopper's World, Toronto's first suburban store, in 1962.

The following year he became Management Development Co-Ordinator for the Central Division. He served as Calgary store Merchandise Manager, before being promoted to Divisional Merchandise Manager, Group B2, in Winnipeg.

The new Polo Park Store's Manager took business administration at the University of Toronto. In 1955 he won the Canadian badminton championships. Mr. Westcott is married and has two sons, Gregg 11, and Mark 16.



B. B. WESTCOTT

United Way Chairman Appointed

D. S. McGiverin, Divisional General Manager, has been appointed major corporations chairman for the 1967-68 United Way campaign.



Gordie Howe and Jim Allison, Winnipeg Sporting Goods, discuss the Pan-Am Games, while looking through the sporting event's official guide. During the hockey star's stay in Winnipeg, he promoted Eaton sports equipment.



The Olympic flag flying over the Winnipeg Stadium during the Pan-Am Games July 23-Aug. 6 was made in Eaton's Drapery workroom in the Service Building. Staff also stitched the large Canadian, Columbian and Argentine flags flown during the closing ceremonies. From left to right are: Jean Devion; S. Patterson, Drapery Group Supervisor; Anne Dalgleish, Supervisor, and Margaret Gammon.



Susan Rumberg, College Shop, received an honourable mention award from Seventeen Magazine for a written and illustrated report on teen fashions. Over 520 entrants in North America took part in the competition, in which there were eight winners and 10 honourable mentions.

\$50 Bonus Offer to Top Suggestor

A bonus prize of \$50 is to be awarded to the top suggestion in a special TACA suggestion competition.

Deadline date for entries is August 31.

The special cash prize for the TACA sale Sept. 25-29 is offered as an addition to the regular award for outstanding ideas.

What suggestions are likely to hit the jackpot? Here are some Suggestion Committee guidelines.

Include in your write-up how you think your ideas will increase sales, reduce costs, promote safety or improve service. Then state how the suggestion can be put into effect. Also take into consideration the advantages, efficiencies and benefits your suggestions have to offer.

Suggestion award money can give a boost to your budget. Submit your ideas on the yellow suggestion blanks in pouches, below the green coloured notices. Deliver or mail them to the secretary, Suggestion Committee, Staff Relations Office, Winnipeg, and you've taken the first big step towards winning extra cash.

Hart, Proverbs Head Winners' List

Bill McFetridge, accounts promotion manager, recently announced the winners of the June and July accounts promotion program.

At the top of the totem pole were Linda Hart, Swift Current, and Rosalind Proverbs from Prince George. Both winners were awarded \$75 in prize money.

Fourteen other staff members shared in the awards. The two Saskatchewan winners were P. Hambleton, Saskatoon, and D. Simpson, Prince Albert.

Also in the winnings were Rose Maki and John Kruschak, Port Arthur; Jennie West and Darlene Barker, Brandon; Miss M. Sheer and Ann Loveday, Regina; H. H. Devion and C. Belton, Winnipeg; Mrs. L. M. Hallam, Revelstoke, British Columbia; Mrs. V. Landivatter, Peace River, Alberta, and Ethel Schroder from Swift Current, Saskatchewan.



EXPO BOUND: Susan Bridges, Winnipeg Book department, won a trip to EXPO in Eaton's teen-age sewing contest. Susan, who left Winnipeg Aug. 13, will compete with winners from Montreal, Toronto and Vancouver.



SAME SURNAME: Anna Jackson, Hosiery, admires an Arctic painting by Canadian artist A. Y. Jackson, a member of the famous group of seven, at the Winnipeg Art Gallery's exhibition "Canadian Art of Our Time", in the Winnipeg store's Assembly Hall. The exhibit ends Aug. 31.



Georgina Steffens, Home Furnishings, was crowned Lady of the Lake at the Selkirk regatta July 7-9. Miss Steffens received a trophy from Lord Selkirk at a banquet held in the Selkirk arena.

Queen City Goes Western



In the catalogue distribution area, Mailing List Supervisor Jack Greenwood, right, and Bill Kellas thumb through a Fall and Winter catalogue, which is being shipped to customers in the Western Catalogue Division, the Yukon, North West Territories and north-west Ontario. The 796-page book, weighing nearly 3-lbs, is one of the largest ever printed by the company.

Regina staff wore a colourful array of western, Indian and Centennial costumes during the recent Divisional Birthday Sale, which coincided with the city's Buffalo Days carnival.

Sales Supervisor Ray Masters headed a committee to prepare staff for the two-week promotion. The western theme was evident at the store's entrances which were decorated with log planks.

Best costume awards were presented to Grace Rutski, Catalogue Sales Office Supervisor, and Bob Schumacher, Senior Sales.

Other crowd-pleasing outfits were worn by Esther Hoffman, Joan Ewashyn, Lil Thauberger, Pat Haug, Elsie Schramm, Pauline Glasser, Paul Ketella, Sig Lindenbach and Jim Clarke.

Winner of the staff costume pledge draw was Dot Jinks, Pet Supplies.



Grace Rutski, Catalogue Sales Office Supervisor, and Bob Schumacher, Senior Sales, won the best costume award.



A new fashion area, geared to teen-age tastes, opened in the Winnipeg store, Aug. 18. Staff in "The Place on 2" are, from left to right, Margaret Kleyn, Pat Telford, Barbara Mills, Tom Keough, Jeanette Walker, Beverley Holden and Doris St. Germaine.

LAKEHEAD WINS PENNANT

The Port Arthur store clinched the first Western Division Birthday Pennant award for achieving the largest percentages of its sales target.

Divisional Sales Manager F. G. Muirhead presented the pennant and a \$250 cheque to Store Manager A. R. Giles; G. Johnson, chairman of the birthday sale committee, and Mrs. C. Rajala, of the recreational fund, at a ceremony held in the Lakehead on Aug. 3.



The birthday pennant was won by Port Arthur.

Slow, Laughlin Win Moose Jaw Golf Tourney

Some thirty golfers took part in a staff and family golf tournament held at the Lynbrook golf club in Moose Jaw, July 12.

Top golfer in the ladies division was Mabel Slow, Hardware, while sports chairman Arnett Laughlin, Men's Wear, captured the men's event.

Also in the winnings in various categories were Edith Lincoln, Joe Dawkins, Bob Dunstan, John Phillips and John Lincoln.

All trophies were designed and built by Store Manager A. R. Thomson.

Take On All Comers

The Industrial Engineering department will challenge any department in Winnipeg to a fastball match. Those interested should contact Bruce Stocks or Keith Perry of Industrial Engineering, to arrange time and place.

Save 20 Per Cent

Active and retired staff may take advantage of 20 per cent off the regular price of business clothing from September 8 - 21.

Western Division Appointments

WINNIPEG

J. A. Ferguson, Divisional Merchandiser, Groups B1 and B2.
 W. A. Hutchinson, Store Manager, Warehouse Bargain Centre.
 G. Garden, Sales Supervisor.
 H. B. Lindsay, Sales Supervisor.
 R. G. Ellis, Merchandise Control Systems Supervisor.
 Mrs. G. Laurin, Commodity Buyer.
 T. M. Miller, Community Relations Office.
 E. J. Barish, Sales Supervisor.
 D. L. Smith, Comparison Shopping Co-ordinator.
 W. Careless, EDP Special Project Co-ordinator.
 L. J. Clemmens, Order Preparation Clerical Supervisor.
 G. Robeson, Order Preparation Systems Supervisor.

BRANDON

F. D. Pilcher, Credit Supervisor.

Be A Life Saver

You can save a life by giving the gift of life at the Canadian Red Cross mobile blood donors clinic held in the third floor lunch room, building number two, Winnipeg Catalogue, Tuesday, Sept. 19.

The clinic is open from 8:30 a.m. — 11:45 a.m. and 1:00 p.m. — 3:45 p.m.

DAUPHIN

D. J. McDill, Heavy Goods Store Manager.

ESTERHAZY

D. G. Stiller, Store Supervisor.

HANEY

E. M. Davidson, Store Manager.

PRINCE GEORGE

W. A. Macfie, Heavy Goods Store Manager.

UK Trip Results in 29 Recruits

To date some 29 offers have been accepted by skilled technicians from many parts of the British Isles, following a recent two-week UK recruiting trip undertaken by Workroom Manager Eric O'Brien and employment supervisor Hy Rosenstein.

The two Winnipeggers visited manpower and immigration offices in London, Leeds, Liverpool, Bristol and Glasgow. The new tradesmen include carpet fitters, upholsterers, TV servicemen, furniture refinishers, fitters/tailors and salesmen.

Robert Bell, an upholsterer from Northumberland, was the first to arrive in Winnipeg. He was impressed with the size and scope of the company.

"There's nothing as big as Eaton's in the UK," he said.

The recruiting trip was sparked by the tight market for skilled technicians in the Winnipeg area.



Mr. W. T. Wiley celebrates his 50th anniversary with Eaton's on September 7. Mr. Wiley started with the company in 1917, and has spent his career in the Winnipeg Drug department.



Fred Rendell, General Receiving, and his team represented Manitoba in the Dominion lawn bowling championships in Montreal Aug. 21 - 26.



Robert Bell, left, and supervisor Jim Oakden examine the upholstery work to be done on a chair in the Service Building workroom.



**WATCH OUT
FOR TALL
DARK STRANGERS**

And all other motorists.
 Your life depends on it!
 Defensive driving can
 save your life this year.
 Make it a habit.



Regina's Pat Haug Praised for Planning Hit Show

The queen of fashion in Saskatchewan's Queen City, during the provincial exhibition Aug. 1 - 6, was Regina's fashion co-ordinator Pat Haug.

Capacity crowds packed the theatre to see a dazzling fashion show, she produced and commented, which was entitled "This Land of Fashion". The theme was international.

First on the scene was Britain's Mary Quant's mini-dresses in brilliant orange.

To the echo of bagpipes, Scotland hit the spotlight with a highland stalking jacket, topped with a plaid tam o' shanter.

From France came the latest in evening hostess wear, the wide-legged pyjama dress.

During intermission, television performer Gordie Tapp entertained the audience.

The second half of the show turned to Canada, and featured costumes designed for different seasons.

The lavish stage decorations were done by Eaton's, the make-up was handled by Pauline Glasser, cosmetics dept., and Fay Ball acted as stage director.

Eaton's and the Centennial Corporation were the co-sponsors of Herb Alpert and the Tijuana Brass concert at the Winnipeg Arena, August 11. The musical star, above, briefly visited the store before his sellout performance, attended by 12,000 people.



Eaton's "This Land of Fashion" show attracted capacity crowds at the Saskatchewan building's fashion theatre in Regina. The show was staged twice daily during the provincial exhibition Aug. 1 - 6.



Moose Jaw staff wore the colourful garb of yesteryear during the community's Centennial celebrations. Crowds mobbed the store for three days when officials closed the main street to traffic, and merchandise was sold on the sidewalk.

September Anniversaries

FIFTY YEARS

Mr. W. T. Wiley, W9512E, Stockman, September 7.

FORTY YEARS

Mr. R. Stacey, W9157M, Counterman, September 12.

Miss A. Dalgleish, W8067S, Forelady, September 15.

Miss M. Brookfield, W9181S, Section Supervisor, September 19.

TWENTY-FIVE YEARS

Miss Alma Eileen Ackerman, W9525S, Order Filling, September 2.

Mr. K. S. Mitchell, W9525S, Order Filling, September 2.

Mr. Walter C. Miller, W9157M, Foodateria, September 10.

Mr. Dominique V. Renault, W9533, Stk. keep. and Fill, September 10.

Miss Victoria Henschuk, W9511A, Copying & Listing, September 11.

Mr. E. Ellsworth M. Sigvaldason, W9162S, Drugs and Soaps, September 11.

Miss Angeline A. Bitz, W9280R, Grill Room, September 14.

Mr. Thomas J. Keough, W9191S, Budget Coats, September 14.

Mr. F. M. Ritchie, NB9150S, September 14.

Mrs. Anne Forbes Spafford, W9398S, Merch. Control C, September 14.

Mr. Donald Norman Henry, W9152S, Men's Clothing, September 15.

Mr. Earl S. McGregor, W9215S, China, September 21.

Mr. Gordon A. Simpkin, W9528S, Order Filling, September 21.

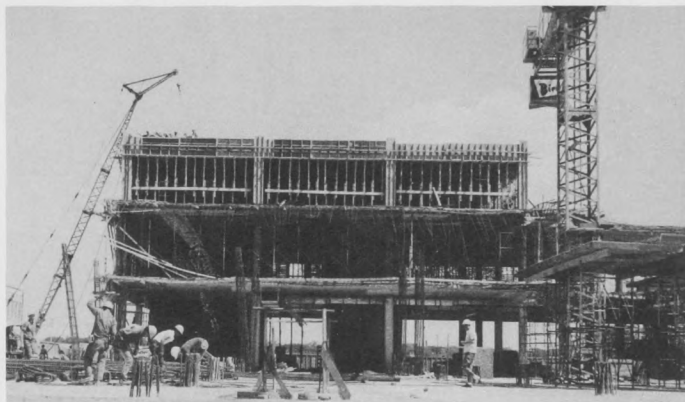
Miss P. Thompson, W9620E, Catalogue Accounts, September 21.

Mr. Joseph N. Dawkins, MJ9380E, September 23.

Mr. Laurie Clark, W9151S, Children's and Girls' Wear, September 25.

Miss Margaret Pearl Cooper, W5131S, Contract Sales, September 25.

Mr. John Stewart, W9381E, Sketching, September 29.



The Polo Park store, under construction in Winnipeg, is now more than half completed. Orders for fixture components for the \$5 million, two-storey building have been placed. (See story on page 10 about the new Polo Park store manager).



The staff of Eaton's North Battleford store took part in the community's Centennial Week, June 24 - July 1, by wearing old fashioned finery of the last century. Adding to the Saskatchewan city's carnival was "Doggy Day", on Main Street, where hot dogs and drinks were handed out to all comers.

Retirements

Best wishes to the following Eatonians on their retirement:

Mr. P. Hailand, Dept. 8055S, Winnipeg, 48 years of service.

Mr. S. R. Gerrard, Dept. 9420, Winnipeg, 45 years of service.

Mr. J. M. Bodner, Dept. 9182S, Winnipeg, 42 years of service.

Mr. L. Farmer, Dept. 9280S, Winnipeg, 40 years of service.

Mr. R. Rankin, Dept. 9523S, Winnipeg, 36 years of service.

Mrs. A. Alleyn, 9541C, Winnipeg, 31 years of service.

Miss H. McLaughlin, Dept. 9523S, Winnipeg, 24 years of service.

Miss J. Karr, Dept. 9420E, Winnipeg, 23 years of service.

Miss E. Magwood, Dept. 9432E, Winnipeg, 23 years of service.

Mr. R. E. Williams, Dept. 9152S, Winnipeg, 22 years of service.

Mrs. H. Bradley, Geraldton Order Office, Ontario, 18 years of service.

Mrs. H. Olenick, Dept. 9155E, Winnipeg, 14 years of service.

Mrs. C. Stevens, Vancouver Order Office, 11 years of service.

Mr. L. C. Littlejohn, Dept. 8055S, Winnipeg, 10 years of service.



Pat Adnam, left, Ethel Schroder, Ann Sirdar, Linda Hart and Mary Shan celebrated the nation's 100th birthday in Swift Current, Saskatchewan, by wearing fashions from the past.



Michael Hartley, Contacts' Editor, has been elected president of the mid-west chapter of the Canadian Industrial Editors' Association.

Eatonians Make Good Neighbours



Mr. and Mrs. Hugh Allen and their "family" take part in a barbecue at their Brandon home.

HUGH ALLEN

A man never stands so tall as when he stoops to help a boy . . .

Hugh Allen, Senior Sales, Men's Shoes, has been stooping to help boys for the past three years at the Brandon Kinsmen House.

Mr. and Mrs. Allen act as group parents for six boys who have no permanent home.

"We have grown to be a family," said Mr. Allen. "These boys are just like our own; in fact we feel they are our own."

The Allens provide the boys with many of the advantages of family living. The teenagers have a recreational room in the basement, equipped with a pool table, a record

player, a piano, several guitars and easy chairs.

Brandon's Contacts reporter Blanche Benson reports that the Allens often take their "family" on picnics, and to baseball games.

Mr. and Mrs. Allen, the parents of a teenage boy, encourage the young people in their charge to invite friends for visits. Occasionally they hold Friday night get-togethers in the recreational room.

A Children's Aid Society representative, Mrs. L. A. Galipeau, works closely with the Allens. She said that group parents build up a relationship which gives confidence to young people. They know they're not going to be sent to another home, she added.